

DATA QUALITY ANALYZER

ABSTRACT OF THE DISCLOSURE

A method of and system for evaluating contacts stored in data source. In one embodiment the method allows a user to define a data format; allows a user to define a plurality of rules intended to operate on and assess a quality of data formatted according to the data format; map data identifying a plurality of contacts from the data source to the data format; and execute the plurality of rules on the mapped data to produce a set of analyzed data that allows evaluation of potential contacts according to an assessed quality of the data.

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